



## Interview Questions for Blog Post Writing

The following questions are based on key considerations for determining posting frequency, pricing expectations, and service deliverables to ensure a successful partnership.

### General Business and Goals

1. What are the primary goals for your blog?
  - ☐ Improve SEO
  - ☐ Increase brand awareness
  - ☐ Establish thought leadership
  - ☐ Drive conversions)
2. Who is your target audience?
  - ☐ Demographics
  - ☐ Interests
  - ☐ Pain points
3. What is your current content strategy, and how does blogging fit in?
4. Are there specific competitors or industry leaders whose content you admire? If so, please provide examples.



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### **Blog Post Frequency**

5. How often do you want blog posts published?

\_\_\_\_ weekly \_\_\_\_ biweekly \_\_\_\_ monthly

6. Are there specific events, seasons, or campaigns that require a higher posting frequency?

7. Do you have the resources to review and approve content on a regular schedule?

### **Content Preferences**

8. What is your preferred word count for blog posts?

\_\_\_\_ 300–500 words \_\_\_\_ 1,000+ words)

9. What tone or voice should the blog posts reflect?

\_\_\_\_ conversational \_\_\_\_ professional \_\_\_\_ technical \_\_\_\_ other

10. Are there specific topics or themes you want covered? Do you have a content calendar or topic ideas?

11. Do you require niche expertise or industry-specific knowledge for the content? If so, please specify.



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### **SEO and Additional Services**

12. Do you need SEO optimization, such as keyword research, meta descriptions, or internal linking? If yes, please provide any target keywords or tools you use.
  
13. Would you like me to source or create images, infographics, or other visuals?
  
14. Do you want me to format and publish posts directly to your CMS WordPress?
  
15. Are you interested in additional services, such as social media snippets, email newsletters, or performance tracking (e.g., SEO reports)?

### **Budget and Pricing**

16. What is your budget for blog post writing? (e.g., per post, monthly retainer)
  
17. Do you prefer a per-post rate, per-word rate, or a monthly retainer for multiple posts?
  
18. Are there specific services (e.g., research, revisions, publishing) you expect to be included in the price?



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### Process and Collaboration

19. How many rounds of revisions do you anticipate needing per post?
20. Who will be the primary point of contact for reviewing drafts and providing feedback?
21. What is your preferred timeline for receiving drafts and finalizing posts?
22. Do you have a style guide or existing content samples to share for reference?

### Contract and Expectations

23. Are there specific deliverables or terms you want included in a contract? (e.g., ownership rights, deadlines, payment terms)
24. How do you prefer to receive drafts?  
\_\_\_\_ Google Docs \_\_\_\_ Word \_\_\_\_ Post Draft (requires you to login) \_\_\_\_ PDF
25. Have you worked with blog writers before? If so, what worked well or didn't work in those partnerships?

### Additional Notes

26. Are there any other expectations, challenges, or preferences you'd like to share about your blog content needs?